

CONTRACT

WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

And:

Great American Media
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 568863 /		<u>Alt Order #</u> 09792070
<u>Product</u> DSCC		
<u>Contract Dates</u> 09/11/12 - 10/01/12		<u>Estimate #</u> 1612
<u>Advertiser</u> Democratic Senatorial Campaign Committee		<u>Original Date / Revision</u> 08/16/12 / 08/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WITI	<u>Account Executive</u> Trevor Heaton	<u>Sales Office</u> Washington DC
<u>Special Handling</u> Do Not Mail		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8217	<u>Advertiser Code</u> 49	<u>Product Code</u> 53
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	6	09/11/12	10/01/12	M-F 5a-530a	5a-530a		:30			NM	7	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$400.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$400.00			
		Week: 09/25/12	10/01/12	MTWTF--				3	\$400.00			
N 2	6	09/11/12	10/01/12	M-F 530a-6a	530a-6a		:30			NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$550.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$550.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$550.00			
N 3	6	09/11/12	10/01/12	M-F 6a-630a	6a-630a		:30			NM	6	\$5,610.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$935.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$935.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$935.00			
N 4	6	09/11/12	10/01/12	M-F 630a-7a	630a-7a		:30			NM	7	\$6,545.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$935.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$935.00			
		Week: 09/25/12	10/01/12	MTWTF--				3	\$935.00			
N 5	6	09/11/12	10/01/12	M-F 7a-730a	7a-730a		:30			NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$1,000.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$1,000.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$1,000.00			
N 6	6	09/11/12	10/01/12	M-F 730a-8a	730a-8a		:30			NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$1,000.00			
		Week: 09/18/12	09/24/12	MTWTF--				2	\$1,000.00			
		Week: 09/25/12	10/01/12	MTWTF--				2	\$1,000.00			
N 7	6	09/11/12	10/01/12	M-F 8a-830a	8a-830a		:30			NM	7	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/11/12	09/17/12	MTWTF--				2	\$850.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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568863 /	09792070

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/11/12 - 10/01/12	DSCC	1612

<u>Advertiser</u>	<u>Original Date / Revision</u>
Democratic Senatorial Ca	08/16/12 / 08/16/12

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N 8	6	09/11/12	10/01/12	M-F 830a-9a	830a-9a		:30			NM	6	\$5,100.00																																																				
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N 9	6	09/11/12	10/01/12	M-F 430-5a	430-5a		:30			NM	7	\$1,050.00																																																				
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N 10	6	09/11/12	10/01/12	M-F 9a-930a	9a-930a		:30			NM	6	\$2,010.00																																																				
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Week:		09/25/12	10/01/12	MTWTF--				2	\$335.00																																																							
N 11	6	09/11/12	10/01/12	M-F 930a-10a	930a-10a		:30			NM	7	\$2,345.00																																																				
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Week:		09/25/12	10/01/12	MTWTF--				3	\$335.00																																																							
N 12	6	09/11/12	10/01/12	M-F 11a-1130a FOX 6	11a-1130a		:30			NM	4	\$1,200.00																																																				
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N 13	6	09/11/12	10/01/12	M-F 1130a-12p FOX 6	1130a-12p		:30			NM	5	\$1,575.00																																																				
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N 14	6	09/18/12	10/01/12	M-F 1p-2p	1p-2p		:30			NM	2	\$500.00																																																				
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N 15	6	09/11/12	10/01/12	M-F 2p-3p	2p-3p		:30			NM	2	\$500.00																																																				
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N 16	6	09/15/12	09/29/12	Sa 7a-8a	7a-8a		:30			NM	3	\$900.00																																																				
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(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u>	<u>Alt Order #</u>
568863 /	09792070

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/11/12 - 10/01/12	DSCC	1612

<u>Advertiser</u>	<u>Original Date / Revision</u>
Democratic Senatorial Ca	08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																																																				
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N 18	6	09/16/12	09/30/12	FOX News Sunday	9a-10a		:30			NM	3	\$1,200.00																																																				
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N 19	6	09/11/12	10/01/12	M-F 4p-430p	4p-430p		:30			NM	3	\$975.00																																																				
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																																																							
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N 20	6	09/11/12	10/01/12	M-F 430p-5p	430p-5p		:30			NM	3	\$1,155.00																																																				
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N 21	6	09/11/12	10/01/12	M-F 5p-530p	5p-530p		:30			NM	7	\$4,200.00																																																				
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N 22	6	09/11/12	10/01/12	M-F 530p-6p	530p-6p		:30			NM	7	\$4,200.00																																																				
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N 23	6	09/11/12	10/01/12	M-F 6p-630p	6p-630p		:30			NM	7	\$4,550.00																																																				
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N 25	6	09/16/12	09/30/12	Su 5p News	5-530p		:30			NM	2	\$1,500.00																																																				
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																																																							
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N 26	6	09/23/12	09/30/12	Su 5p News	5-530p		:30			NM	2	\$1,300.00																																																				
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Week:		09/24/12	09/30/12	-----S				1	\$650.00																																																							
N 27	6	09/19/12	09/19/12	FOX Prime Wednesday	7p-8p		:30			NM	1	\$2,000.00																																																				
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N 28	6	09/12/12	09/26/12	FOX Prime Wednesday	8p-9p		:30			NM	2	\$4,000.00																																																				
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(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

<u>Contract / Revision</u>	<u>Alt Order #</u>
568863 /	09792070

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/11/12 - 10/01/12	DSCC	1612

<u>Advertiser</u>	<u>Original Date / Revision</u>
Democratic Senatorial Ca	08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																																																				
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N 29	6	09/20/12	09/20/12	X Factor Thursday	7p-9p		:30			NM	1	\$2,350.00																																																				
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N 30	6	09/14/12	09/28/12	FOX Prime Friday 7-8	7p-8p		:30			NM	2	\$3,600.00																																																				
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Week:		09/24/12	09/30/12	----F--				1	\$1,800.00																																																							
N 31	6	09/11/12	10/01/12	M-F 9-930p	9p-930p		:30			NM	6	\$9,150.00																																																				
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N 32	6	09/11/12	10/01/12	M-F 930-10p	930p-10p		:30			NM	6	\$8,700.00																																																				
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Week:		09/25/12	10/01/12	MTWTF--				2	\$1,450.00																																																							
N 33	6	09/11/12	10/01/12	M-F 10p-1035p	10p-1035p		:30			NM	3	\$3,900.00																																																				
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N 34	6	09/22/12	09/22/12	Sa 9p-930p	9p-930p		:30			NM	1	\$1,100.00																																																				
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N 35	6	09/22/12	09/22/12	Sa 10p-1035p	10p-1035p		:30			NM	1	\$1,050.00																																																				
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N 36	6	09/16/12	09/30/12	Su 9p-930p	9p-930p		:30			NM	2	\$3,000.00																																																				
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N 37	6	09/23/12	09/23/12	Su 930p-10p	930p-10p		:30			NM	1	\$1,500.00																																																				
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N 38	6	09/11/12	10/01/12	M-F 1035p-1105p	1035p-1105p		:30			NM	6	\$3,300.00																																																				
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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																																																							
Week:		09/11/12	09/17/12	MTWTF--				2	\$550.00																																																							
Week:		09/18/12	09/24/12	MTWTF--				2	\$550.00																																																							
Week:		09/25/12	10/01/12	MTWTF--				2	\$550.00																																																							
N 39	6	09/15/12	09/29/12	College Football on	various		:30			NM	3	\$4,500.00																																																				
<table> <tr> <td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td></td><td></td><td></td></tr> <tr> <td>Week:</td><td></td><td>09/10/12</td><td>09/16/12</td><td>-----S-</td><td></td><td></td><td></td><td>1</td><td>\$1,500.00</td><td></td><td></td><td></td></tr> <tr> <td>Week:</td><td></td><td>09/17/12</td><td>09/23/12</td><td>-----S-</td><td></td><td></td><td></td><td>1</td><td>\$1,500.00</td><td></td><td></td><td></td></tr> <tr> <td>Week:</td><td></td><td>09/24/12</td><td>09/30/12</td><td>-----S-</td><td></td><td></td><td></td><td>1</td><td>\$1,500.00</td><td></td><td></td><td></td></tr> </table>															<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				Week:		09/10/12	09/16/12	-----S-				1	\$1,500.00				Week:		09/17/12	09/23/12	-----S-				1	\$1,500.00				Week:		09/24/12	09/30/12	-----S-				1	\$1,500.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>																																																							
Week:		09/10/12	09/16/12	-----S-				1	\$1,500.00																																																							
Week:		09/17/12	09/23/12	-----S-				1	\$1,500.00																																																							
Week:		09/24/12	09/30/12	-----S-				1	\$1,500.00																																																							

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



WITI
9001 North Green Bay Road
Milwaukee, WI 53209-1297
(414)355-6666

Contract / Revision	Alt Order #
568863 /	09792070

Contract Dates	Product	Estimate #
09/11/12 - 10/01/12	DSCC	1612

Advertiser	Original Date / Revision
Democratic Senatorial Ca	08/16/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 40	6	09/23/12	09/23/12	NFL on FOX Pregame	various		:30			NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$2,500.00			
N 41	6	09/16/12	09/16/12	NFL on FOX 12p	12p-CC		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$5,000.00			
N 42	6	09/13/12	09/13/12	GB Packers Football	various		:30			NM	1	\$21,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---T---				1	\$21,500.00			
N 43	6	09/23/12	09/23/12	NFL on FOX 12p	12p-CC		:30			NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$5,000.00			
Totals											166	\$155,015.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	154	\$147,235.00	\$125,149.75
10/01/12 -10/01/12	12	\$7,780.00	\$6,613.00
Totals	166	\$155,015.00	\$131,762.75

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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